

# Solve the Inkjet Production Print Puzzle: 4 Strategies for a More Flexible, Future-Proof Print Operation

You had a plan—but like many others inside and outside the print industry, recent events have forced you to reevaluate, re-strategize, and in many cases reconfigure for a future that looks very different than it did only a year or two ago.

Although the print industry reported a 13% decline in revenue in 2020, the pandemic drove an 8% increase in the share of digital pages vs. offset<sup>1</sup>.

For many operations, the long-run, bread-and-butter offset jobs of the past are waning, to be replaced by a more diverse mix of shorter jobs requiring multiple print technologies and finishing, along with a higher demand for specialty applications.

Remaining profitable requires serving traditional markets more efficiently and cost effectively while acquiring new, growth-driving capabilities that can manage the flood of smaller, fast-turn jobs.

This is an opportunity perfectly tailored to digital inkjet printing. And although 80% of print service providers do not currently have inkjet, 26% of that 80% say they plan to invest in inkjet—especially cut-sheet inkjet<sup>2</sup>.

Although there's no success model for integrating inkjet into production print operations, unlocking greater resilience and investment protection means optimizing costs while automating redundant tasks and right-sizing production technology. Reaching for growth means complementing essential technologies with those that deliver new, higher-value capabilities. It is a delicate balance—and one that looks completely different from operation to operation.

## EMBRACING A BETTER TOGETHER APPROACH

**We call it Better Together**—an expertise-driven approach that recognizes the wide variability within the print industry and responds with a deep portfolio of modular and scalable digital technologies adaptable to your objectives, goals, and future. It's a holistic view where inkjet technology is complementary to toner and offset—providing diverse and cost-effective quality, speed, media, and finishing options—all supported with integrated workflow automation for seamless coexistence.

26%

of print service providers currently without inkjet plan to invest in it.<sup>2</sup>



<sup>1</sup> IT Strategies

<sup>2</sup> U.S. Primary Research: Market Trends and PSPs Strategies and Interests, Keypoint Intelligence, 2021.

# Tailoring Your Operation to Meet Your Goals

With so many technology options available, navigating how to best achieve your goals can be a bit of a puzzle, but there are certain strategies that when combined with inkjet in just the right way can deliver a strong foundation for flexibility, growth potential, and investment protection.



1

## COST OPTIMIZE

**Unlock** transformational TCO that optimizes economics across your entire landscape of jobs to enhance profitability.

**Examples:** Calculate realistic toner/ink costs per page/job, so you can make informed decisions about whether or how to migrate work from one press to another.



2

## RIGHT-SIZE

**Build** flexibility into your equipment footprint for the landscape of job requirements you serve today with freedom to scale for tomorrow.

**Examples:** Decide where and when to bring inkjet into the mix, or if you can create redundancies and cut costs by eliminating pre-printed shells, right-sizing for capacity, or optimizing for quality.



3

## EXPAND CAPABILITIES

**Grow** your business by offering new value and addressing more customer requirements.

**Examples:** Enter the world of in-demand higher-value applications like Extra Long Sheet (XLS), specialty effects and embellishments, wider media latitude, and inline finishing.



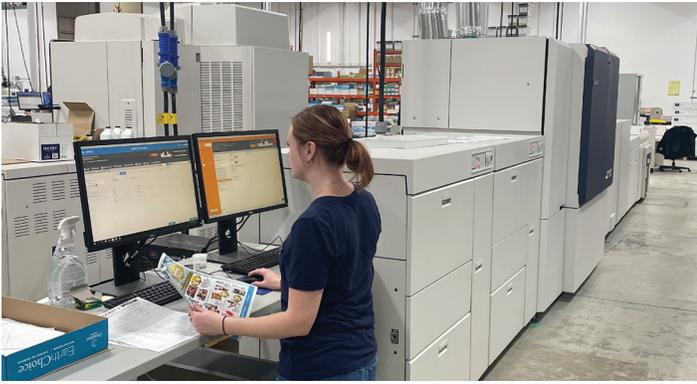
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## AUTOMATE

**Boost** your productivity by streamlining production, eliminating redundant, time-consuming tasks.

**Examples:** Simplify job preparation tasks like pre-flight and imposition, automatically route jobs to the most optimal press based on job characteristics so you can use each device to its greatest advantage, enable low touch web to print services for easy job acquisition.

## Better Together In Action: M&T Printing Group



Offering a wide range of services, products, and solutions across 14 locations in and around Ontario (Canada), M&T Printing Group pride themselves on being a “sales driven” rather than “production-driven” organization. Over the years, they’ve evolved organically—adding new technologies to address the changing needs of their market.

Much of their bread and butter business has been built on transactional print—with color offset shells (produced in-house) processed through a large fleet of DocuPrint™ Highlight Color Presses (HLC), Xerox Nuvera® 120 Monochrome Presses, and other toner-based presses. As customer demand for color grew, they added a series of Xerox® iGen® presses.

In all, their business included 29 Xerox print engines—with intelligent workflows powered by Xerox® FreeFlow® Core integrated with RSA’s QDirect.

Toward the end of 2021, like many in the industry, they emerged from a tumultuous couple of years intact—but questioning what comes next. Their Xerox team was able to point them toward a Better Together solution driven by the addition of a Xerox® Baltoro® HF Inkjet Press with Color Accelerator as a more flexible and lower-cost alternative to the color offset/mono toner combo employed for their transactional work—while simultaneously gaining the ability to offer their customers a wide range of color and mono options at varying price-points. They were also able to eliminate their HLC fleet.

### How M&T Did It: Priority Focus on Cost Optimize and Expand Capabilities



#### **COST OPTIMIZE**

Migrated away from offset shells and toner-based solutions for transactional print to a one-and-done color inkjet solution with the Xerox® Baltoro® HF Inkjet Press with Color Accelerator.



#### **EXPAND CAPABILITIES**

Now offer multiple options/levels of color quality at varying price points, with faster turnaround on all job types.



#### **RIGHT-SIZE**

Liberated their color toner solutions for higher-end applications, while still offering high quality, lower cost inkjet color where applicable; eliminated HLC fleet by migrating work to Baltoro inkjet.



#### **AUTOMATE**

All of this was possible due to their reliance on Xerox® FreeFlow® Core to simplify prepress—even allowing them to offer their customers proofs of the same job from multiple presses without needing to engage their graphics department.

# Better Together In Action: Frisco Independent School District (ISD) Print Center



With 73 schools and 66,000 students, Frisco Independent School District (ISD) in Texas is one of the nation's fastest growing public school systems. The Frisco ISD Print Center serves a diverse community of educators, administrators, marketers, and student organizations.

Prior to 2020, the Print Center pushed out more than 2500 jobs per day and 10 million impressions each month—a massive operation fed by a robust web-to-print setup. A Xerox-exclusive shop, the print center's fleet had grown to 17 digital presses total, all crowded into a tight footprint.

In addition to constant growth via district expansion, the demand for color output—critical to improving student outcomes by increasing attention span and recall—had exploded. There was a need to find a more cost-effective, “standard” color offering for the bulk of their jobs.

As the pandemic unfolded, however, demand plummeted. By the end of 2021, their daily volume had reduced by half—which gave them unexpected breathing room to consider adding inkjet to their fleet. But where would it fit on their already overcrowded production floor?

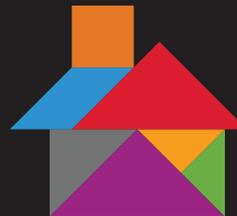
Their Xerox team steered them through a Better Together discovery process led by the Xerox® Baltoro® HF Inkjet Press, which in a very short period of time led them to a more efficient, nimble, and even more capable operation.

## How Frisco ISD Print Center Did It: Priority Focus on Cost Optimize and Right-Size



### COST OPTIMIZE

Achieved a more affordable cost per page for color output with Xerox® Baltoro® HF Inkjet Press.



### RIGHT-SIZE

Trimmed fleet of monochrome Xerox Nuvera® devices from 13 to 3 without sacrificing capacity and critical redundancies by adding 2 Baltoro HF devices.



### EXPAND CAPABILITIES

Now offer both standard and premium color—while freeing up Iridesse® for expanded high-value offerings—and the ability to keep more work in-house.



### AUTOMATE

Added Xerox® FreeFlow® Core for more efficient pre-flight and job routing—maximizing turnaround speed and enabling more work with fewer presses.

Learn more at [xerox.com/BetterTogether](https://xerox.com/BetterTogether)